

Project Name: St. Johns River & Tributary Access

Plan Schedule: 2022-2027

Supporting Redevelopment Goal:

Estimated Cost:

Goal 4: Vibrancy
Goal 7: River Access

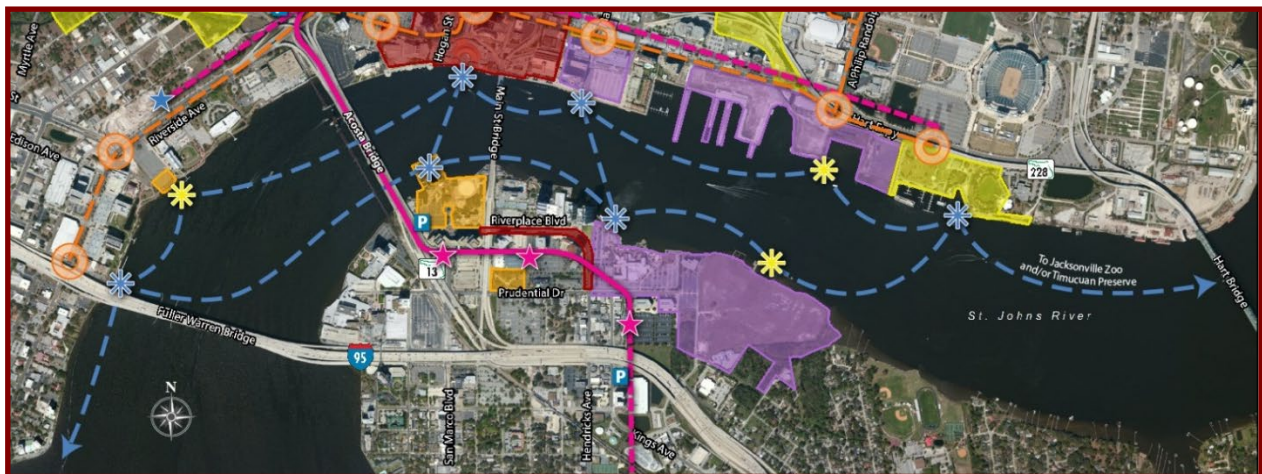
Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Future Land Use Element Policy 8.2.4
- Recreation and Open Space Objective 4.1
- Recreation and Open Space Policy 4.1.2
- Recreation and Open Space Policy 4.1.4

The Plan recommends the creation of a network of sustainable water launches and increased water access for the public to enjoy the St. Johns River. The DIA could bolster water access by (i) improving identification of existing launches, (ii) creating new launches and amenitizing launch sites with parking, fuel, docking, ship's stores, and dining and entertainment opportunities. The current Southside network comprised of the main boat ramp at St. Johns Marina and floating docks at Friendship Fountain and Riverplace tower, along with an ADA accessible kayak launch at the School Board should be expanded to include public docking and a kayak launch at RiversEdge and increased recreational dock capacities in other locations along the Riverwalk. Fuel should be made available at the public marina slated for reconstruction at River City, and the fuel tanks relocated to a more resilient location. A ship's store in this location as well as a restaurant near the boat ramp would be desirable boater amenities. The planned marina at RiversEdge will further enhance boater access and provide access to the adjacent park and planned restaurants.

Each of the proposed network's locations offer short distances from parking area to launch. Secure storage could be made available in the future. Possible amenities could include fresh water to rinse boats/gear, restroom facilities, trash cans, picnic area, and maps or navigation guides.

The DIA may investigate developing a mooring field for transient and short-term tenant boaters. This would increase the popularity of Downtown Jacksonville with vacationing boaters, increase the amount of marine activity during events (Jazz Fest, sporting events, concerts, others) and make the riverfront (through the addition of large boats and yachts) more aesthetically pleasing. Initial considerations suggest that long-term tenancy (liveaboards) may lead to issues with discharge and derelict vessels and would not be considered desirable.



Project Name: Complete Renovation of St. Johns River Park and Friendship Fountain

Plan Schedule: 2022-2024

Supporting Redevelopment Goals:

Estimated Cost: Park renovations funded by COJ CIP

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 7: River Access

Comprehensive Plan Consistency:

Future Land Use Element Policy 8.1.7
Recreation and Open Space Goal 4
Recreation and Open Space Element Objective 4.1
Recreation and Open Space Element Policy 4.1.5

St. Johns River Park and Friendship Fountain have been redesigned to create a themed destination park centrally located along the Southbank Riverwalk between the Main Street and Acosta Bridges. The park will serve as a key anchor for the Riverwalk and Main Street Bridge connector to Downtown's business and entertainment destinations and is designed to function integrally with the Musical Heritage Park and related improvements being made at the Times-Union Performing Arts Center on the Northbank. The park design, based on the theme "Exploring the St. Johns River", will include a destination playground next to the Main Street Bridge featuring a large ship symbolic of Ribault's Trinite', Timucua style huts and totem, a splash pad and concession stand among other play elements. The Fountain itself will be renovated and modernized to become both more accessible with a lower outer ring, and more flexible and exciting with a variety of jets programmable and synchronized to music and lights shows. Representing the springs that are the source of the great river, the fountain is the centerpiece of the park as the river is to Jacksonville. To the west of the fountain, a lush botanical garden featuring the species documented in William Bartram's travels will be installed, highlighted by fiber optic lights for a nighttime spectacle. Florida Friendly and waterfront friendly plants, landscaping design guidelines, and education should be an interactive feature within the park's design.

The recently renovated floating docks and water taxi stop make the park a primary Downtown destination for boaters and allow visitors to easily access the St. John's River. The planned addition of a restaurant with outdoor seating on the adjacent private redevelopment site will provide another amenity for park visitors and boaters alike.

MOSH, a longtime feature of the site, has announced plans to relocate to the Northbank. Until the actual relocation takes place, access to the Museum from the park will remain important. If the museum relocates as planned, an alternate civic attraction is highly recommended on the site and is consistent with the ULI TAP prepared for the Southside CRA. Alternate uses that could be considered would include a publicly accessible museum, entertainment, or restaurant venue or a school.

[insert park design graphic]

Project Name: Southbank Riverwalk and Overland connector

Plan Schedule: 2022-2027

Supporting Redevelopment Goal:

Estimated Cost:

Comprehensive Plan Consistency:

Future Land Use Element Policy 8.2.4
Recreation and Open Space Policy 4.1.4

- Goal 4: Vibrancy
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 6: Improve Walkability/Bike-ability
- Goal 7: River Access

Complete the continuous Southbank Riverwalk loop from Fuller Warren to RiversEdge and connecting back overland along Nira Street to Nemours and back to Fuller Warren. This will include CIP projects such as the Riverwalk extension in front of Baptist, the One Call Building, and the Nira segments, as well as CRA projects such as the Riverwalk segment at RiversEdge, and further supplemented by private developer constructed segments. Expansion of the existing Riverwalk clear zone should be evaluated and planters and trees added to the Riverwalk where possible. Lighting should be replaced to provide more reliable service. Maintenance of this amenity is an important element of the enhanced maintenance program of the DIA to ensure continuation of a clean, safe, functioning, and inviting Southbank Riverwalk for residents and visitors of all physical capabilities. Additional access points to adjacent uplands should be required as conditions to incentives along with substantially extended duration public Riverwalk easements.

DIA will continue working with DVI and organizations including private parties on ways to activate and bring people to the Southbank Riverwalk. The Sip and Stroll function, currently held in the evening on the on the third Thursday of each month is an example of programming that attracts visitation to the Riverwalk. Similar program activities that provide food, beverage, and entertainment will increase the number of visitors and leverage expenditures on the improvements to these facilities for public benefit.

Project Name: Acquisition and development of new Southbank neighborhood parks

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible

Comprehensive Plan Consistency:

- Recreation and Open Space Policy 1.2.2
- Recreation and Open Space Policy 2.1.6
- Recreation and Open Space Policy 4.1.4

As recommended by the Downtown Parks Assessment and Plan completed in 2021, land for one or more new neighborhood parks on the Southbank should be located, acquired and developed to provide a dog run and or dog park and a multi-purpose sport court, both of which are currently missing in proximity to Southbank residents. Optional locations might include the Prudential parking lot, current JTA owned land or FDOT under-bridge locations. A future park along Riverplace Boulevard would also serve the growing residential population but is not suitable for a full dog park and should be treated as a neighborhood park and Riverwalk amenity as well.

DIA will consider incentives for creative ideas that utilize the upper floor or rooftop of structured parking garages for public space such as sport lawns (bocce ball, putting greens, yoga, etc.), dog parks, and other recreational activities. Development of public garages will similarly be considered for opportunities to build out such space for the benefit of the community.

Project Name: Landmark Public Park System on the St. Johns River/Rivers Edge

Plan Schedule: 2022-2024

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 4: Vibrancy
Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkable/Bikeable
Goal 7: River Access

Comprehensive Plan Consistency:

- Future Land Use Element Policy 8.1.7
- Future Land Use Element Policy 8.2.4
- Recreation and Open Space Objective 4.1
- Recreation and Open Space Policy 4.1.2
- Recreation and Open Space Policy 4.1.4

The following excerpts are from a presentation entitled *How Cities Use Parks for Community Revitalization* that Peter Harnick, Director of Green Cities Initiatives for Trust for Public Land, gave at an American Planning Association City Parks Forum.

Parks are complex elements of a city. They can serve scores of different uses, may be specialized in their function, or can simply provide visual appeal for residents. However they work, they act to define the shape and feel of a city and its neighborhoods. They also function as a conscious tool for revitalization. Parks can stem the downturn of a commercial area, support the stabilization of faltering neighborhoods, and provide a landmark element and a point of pride for constituents. For all these things, to happen, the city needs to be open and aware of parks' potential to spur revival, and support the elements that are needed to make that happen.

Increasing the supply of residential units at strategic locations in either the Northbank Downtown or Southside CRAs creates an even greater need and draw for a landmark public riverfront park. A landmark public riverfront park would be an essential amenity to increase attractiveness of living and working Downtown.

The Northbank and Southside riverfronts, connected by an amenitized and programmed continuous Riverwalk linking a series of distinctive signature riverfront parks is that landmark park system for Downtown. On the Southside, the signature parks will include not only St. Johns River Park but also the RiversEdge Central and Northeast parks. The CRA's investments in the RiversEdge parks, pursuant to an exiting redevelopment agreement, will ensure their quality and content.

Rivers Edge Central Park will include an iconic monumental sculpture, a passive park space as well as flexible plaza spaces and a flexible lawn for concerts, movies, etc. A small amphitheater could be incorporated and would expand the options for use. The Northeast Park at RiversEdge will include a wellness themed destination playground, a yoga lawn, and adult fitness equipment. Together with the Northwest Park and its Riverwalk swings, the marina, waterfront restaurants, and the marsh boardwalk and park- RiversEdge parks will add landmark park stature to the Southbank Riverwalk.

Project Name: Housing Incentive Programs

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

Future Land Use Element Policy 2.3.1

Goal 2: Housing
Goal 6: Walkable/Bikeable
Goal 7: River Access

The future of Downtown Jacksonville depends on the future of Downtown housing. Urban housing density makes Downtown retail viable and enriches the character of Downtown for tourists and office workers who drive economic growth. The goal is to create market conditions in which residential is viable without public funding, but first, incentives must fill gaps to ensure that Downtown can compete with outlying areas.

Residential growth will have positive impacts on Downtown Jacksonville and serve as a catalyst for other forms of growth. Residential growth is the key to unlocking the positive benefits sought for the City, including amenities, redevelopment of existing building stock, and the presence of more vibrant neighborhood life on the streets and in the public realm. Providing a mix of housing typologies at a range of price points will allow for growth in the permanent population is key to area revitalization. Residents – more so than workers or tourists – are the vital human ingredient in defining a neighborhood's lasting character. Furthermore, establishing a permanent population base will provide evidence to retailers and employers that Downtown can and should be a viable location to operate. The best way to attract a diverse population is by providing high quality housing and a wide range of housing types that are accessible to a broad range of incomes.

The Plan recommends the DIA focus resources on increasing housing through the BID Strategy's use of grants, incentives, and tax abatements such as, but not limited to, the DIA Multifamily Housing REV Grant and the DIA Small Scale Multi-Family Housing Grant. A predictable and consistent Housing Incentive Program can facilitate development at the pace required to reach the DIA's conservative target of a minimum of 7,500 built and occupied multi-family dwelling units by 2030. Communities with residents who like where they live and live near their workplace are more successful and put less strain on the built environment, which leads to a growing local economy. The more people like Downtown and grow roots here, the more the local downtown economy will grow as well. Over time the incentive program and other actions will support reduction or modification of incentives, as a critical mass of dense urban development increases market demand and makes development projects feasible without subsidy.

Public benefits that developers should be expected to provide include:

- An exemplary standard of urban design with emphasis on density;
- Structured parking or contribution to shared parking; surface parking internal only (no surface parking lots unless screened by buildings fronting all streets); and
- Ground-floor transparency, façade differentiation and other zoning overlay criteria .
- Waterfront restaurants required for all riverfront residential; riverfront setbacks, height step backs and view and access corridors
- Public access and easements for riverfront and creekfront trails, enhanced sidewalks
- Mixed-use structures to create opportunities for residents to dine, shop, and find entertainment within walking distance of their homes
- Commitments to maintenance and programming of adjacent parks
- Consideration for resiliency

Project Name: Retail Enhancement Incentive Programs

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

Future Land Use Element Policy 1.1.19

Goal 3: Retail/Food & Bev/Entertainment
Goal 4: Vibrancy

The DIA supports the City's downtown revitalization objectives, and through community workshops and input from numerous stakeholders, has determined that retail and restaurant recruitment and art galleries and entertainment themed businesses are necessary for continued economic development and residential growth in the Downtown area, and a priority within the Southside CRA, a portion of the Core Retail Enhancement Areas.

All Retail Enhancement programs will be structured as grants with clawbacks subject to maintaining performance requirements during a defined compliance period but are often referred to as Forgivable Loans. To streamline documentation, DIA has chosen to eliminate Loan agreements and recorded security instruments in favor of grant agreements with applicable clawback language. All eligible properties are located within the boundaries of either the Northbank or Southside CRA (the "Retail Program Areas"). As such, individual awards will be funded from the Retail Enhancement Program funding of the applicable CRA or from the available Forgivable Loan or Retail Enhancement Program funding within the Downtown Economic Development Fund.

The DIA will allocate funds on an as needed basis to provide recoverable grants to any property or business owner with qualified projects to assist with offsetting some of the costs associated with renovating or preparing commercial space for retail, salon, restaurant, gallery or other similar use for occupancy as identified more completely elsewhere in the incentive guidelines. Funds may be used to retain and improve existing businesses or to recruit new businesses in the geographic areas identified in each Retail Enhancement Program. The following identifies specific goals for the Program:

- Increase the mix of shopping, dining, and entertainment options for Downtown residents and visitors to the Downtown area;
- Expand the local property tax base by stimulating new investment in older, Downtown properties;
- Expand state and local sales tax base by increasing sales for new or existing shops; and
- Attract new and retain existing business to/in Downtown by decreasing renovation costs incurred for modernizing retail space in older, commercial properties in the Retail Program Areas.
- Establish new retail businesses in new properties deemed to be making significant contributions to growth within an identified area of importance within the Retail Program Areas.

To advance recruitment and marketability, the recoverable grant ("Grant") provides an incentive to improve the interior appearance and functionality and the utility of street level storefronts for the purpose of attracting retail and restaurant owners/investors and to draw more commercial activity to the Downtown area.

Within the Southside CRA, the Core Retail Enhancement Grant, Facade Grants, and Waterfront Restaurant Grants will be available to eligible applicants as identified in the Retail Enhancement Program Guidelines and subject to available funding.

Project Name: Commercial Office Incentive Program

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

Future Land Use Element 1.1.19

Goal 1: Commercial Office
Goal 4: Vibrancy

In order to increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region's epicenter for business, the DIA has established a Commercial Office Incentive program.

Office workers have served as the primary source of customers for Downtown businesses for many years. As residential opportunities increase, Downtown employees are a primary target market to occupy new housing developments and they remain a critical market that attracts shopping and food and beverage establishments to the Southside CRA. The retention and growth of this important segment is integral to success and growth of the Southside CRA in addition to Downtown overall.

The recent pandemic has changed office utilization patterns. To remain competitive with suburban markets where parking is often free and readily available, to encourage leasing of vacant Downtown office space and to incentivize new office construction when build to suit or accompanied by job creation, the Southside CRA should consider use of its resources, or when inadequate, request funding from the City, to accomplish this goal and fund this program as needed.

Project Name: Flagler Avenue Shared Street

Plan Schedule: 2024-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Comprehensive Plan Consistency:

Future Land Use Element Policy 8.1.7
Recreation and Open Space Objective 4.1
Recreation and Open Space Policy 4.1.4

Goal 6: Walkability/Bike-ability
Goal 7: River Access

Implement a Shared Street Project on Flagler Ave from Riverplace Blvd. to Prudential Drive and complete a public access connection to the Riverwalk over former Flagler Ave. right of way.

Project Name: Cross Southbank Connector

Plan Schedule: 2025-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 5: Clean/Safe/Healthy/Accessible
Goal 6: Walkability/Bike-ability

Comprehensive Plan Consistency:

Transportation Element Policy 1.5.3
Transportation Element Objective 4.1
Transportation Element Policy 4.1.4

Conduct study to 3-lane Prudential Drive and implement cyclist and pedestrian infrastructure. If study concludes these modifications are feasible and desired, proceed to implement as a CRA project.

Project Name: Implementation of Southbank Neighborhood Branding

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

Goal 1: Commercial Office
Goal 2: Residential
Goal 3: Retail/Food & Bev/Entertainment
Goal 7: River Access

Comprehensive Plan Consistency:

Future Land Use Element Objective 2.3

The DIA may assist with funding and support of promotional activities in order to raise awareness and interest in the Southside CRA, provide support for area businesses, and help brand Downtown Jacksonville regionally, nationally, and internationally. Promotional campaigns should create a positive image for the Southside CRA aimed at increasing business volume, development activity and residential interest in the district.

Branding implementation may also include neighborhood specific streetscape improvements, art and light installations, landscape improvements and signage to reinforce the unique character of each neighborhood.

Project Name: Activation and programming of public spaces

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

- Goal 1: Commercial Office
- Goal 2: Residential
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 7: River Access

Comprehensive Plan Consistency:

- Recreation and Open Space Policy 4.1.5
- Recreation and Open Space Element Goal 8

This recommended project should be done in concert with the DIA's Activation and Programming efforts within the Northbank Downtown CRA. St. Johns River Park and the Southbank Riverwalk (and soon the RiversEdge parks) offer venues for collaboration continuing the synergy of events planned between James Weldon Johnson Park and Riverfront Plaza. Both the Activating the Waterfront study conducted by the Jessie Ball DuPont Fund and the Downtown Parks Assessment and Plan which focused on off-the-waterfront parks recommended extensive programming to activate Downtown parks and public spaces.

It was recommended that programming follow two-year general themes and within that framework, establish consistent daily themes. On the waterfront, a dispersed scenario where multiple sites are similarly activated on a regular basis was suggested as a way to phase in implementation. Options might include physical interventions as well as programs and smaller events. Large scale special events are welcome but do not form the backbone of regular activation. Initially, events on the Riverwalk and at St. Johns River Park could include regular weekly, monthly and annual festivals and events to draw local citizens who may not utilize Downtown on a regular basis and should appeal to variety of audiences from single adults to families with small children. Possible events might include a concert series, kids' crafts and activities, outdoor movies, and a sip and stroll. Consistency and quality, as well as the diversity of the offerings, are important and should guide implementation strategies.

Programming should be funded annually over the next five years by the CRA but private sponsors and partnerships should eventually assume that responsibility. Incentive programs for office and residential development should incorporate funding commitments from developers whenever their properties benefit directly from park space or the Riverwalk.

Project Name: Enhanced maintenance of public spaces

Plan Schedule: 2022-2027

Supporting Redevelopment Goals:

Estimated Cost: TBD

- Goal 1: Commercial Office
- Goal 2: Residential
- Goal 5: Clean/Safe/Healthy/Accessible
- Goal 7: River Access

Comprehensive Plan Consistency:
Recreation and Open Space Goal 9
Recreation and Open Space Objective 9.1

Appropriate maintenance of Downtown parks, public spaces, parking lots, streetscapes and publicly owned vacant lots and buildings is essential to Downtown's revitalization. The CRA should consider financial support of enhanced maintenance efforts and strive to ensure that City contracts and processes are put in place to enhance the level of regular maintenance, upkeep, and accountability regarding Downtown public spaces. The CRA should encourage adoption of public spaces for maintenance by private developers and reward private contributions toward maintenance of Downtown public spaces.

Project Name: Southbank Catalyst Site- RiversEdge/School Board

Plan Schedule: Market-driven

Supporting Redevelopment Goals:

Estimated Cost:

Comprehensive Plan Consistency:

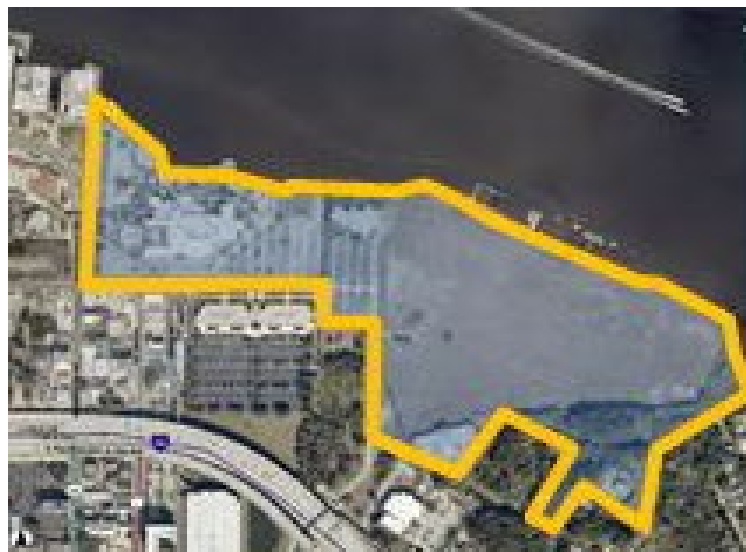
Future Land Use Element Policy 1.1.19

This 64-acre site within the Southside CRA has great potential for an upscale mixed use development. It is a logical site for community-oriented retail, fine dining restaurants, hotel, office, multi-family residential and retail developments. And, given the proximity of tremendous amount of office space and multi-family housing, more service-oriented retail such as dry cleaners, hair salons, markets are likely to have success, providing immediate benefits to the surrounding residential base.

While RiversEdge is now under development, the Duval County School Board site has just begun the process of considering sale of its riverfront parcel. Development of this entire catalyst site will be shaped within the next 5 years and careful attention should be paid to ensure that the entire riverfront is not exclusively residential but includes waterfront restaurants, retail and entertainments venues that will serve and attract the public to enjoy our Downtown riverfront.

Looking towards the future, the DIA can prepare for large-scale retail and iconic, demand-generating, entertainment developments on the Southbank. The DIA should promote a development plan that achieves the following goals:

- Provides active uses along the waterfront such as restaurants, cafes, retail, etc. that will help activate and offer amenity to the St. Johns River;
- Provides public access to the waterfront by means of improved and expanded boardwalks and/or trails along the waterfront;
- Provides structured parking with a portion of spaces that are publically available to support parking demands of off-site uses within the development; and
- Provides a pedestrian link that connects Riverplace Boulevard and the Southbank Riverwalk.



Restaurant Pad by boat ramp
TO BE PROVIDED